

MEDIA RELEASE

Friday, 24 July 2009

Outdoor half yearly performance down

The outdoor media industry recorded a 13.5 per cent fall in its half yearly results, attracting net media revenue of \$188.3m compared to \$217.7m for the previous year.

OMA Chief Executive Helen Willoughby said the decline followed more than six consecutive years of solid growth.

"The results reflect the general economic downturn being experienced in the advertising market," Ms Willoughby said.

From 1 January 2009, outdoor media results have been recorded against the following categories:

- Roadside – billboards < and > 25 square metres. Includes posters, billboards and supersites.
- Roadside – other. Includes bus and tram shelters, kiosks, free standing panels, phone booths and bus and tram externals.
- Transport. Includes railway stations, bus terminals and airport internals/precincts.
- Retail. Includes shopping centres and tertiary institutions.

Previously, the OMA reported its revenue under the categories of Large Format, Posters, Street Furniture and Transit.

Further information: Helen Willoughby, CEO 02-8356 9000; mobile 0439 023 389



Editor's Note:

The Outdoor Media Association is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The association operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide the regulatory frameworks in which they operate.